AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently amended) An electronic apparatus comprising:

a rewritable display panel having memory capability, said display panel having a first display area and a second display area; ~~capability;~~

a reception device for receiving display information;

an operational element operable by an operator; and

a controller, responsive to said reception device, for controlling said ~~display,~~ display panel, said controller being configured to control the display panel so that first display information associated with an operation of said operational element is displayed on said display panel on said first display area when said operational element is operated, and second display information, which is received by said reception device, is changed from being displayed only on the second display area of said display panel to being displayed on both the first and second display areas of said display panel at least when said operational element ~~is~~ has not been operated for a predetermined amount of time and the display is maintained with no power supplied to said display panel.

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2. (Original) An electronic apparatus in accordance with claim 1, wherein said second display information is advertisement information.

3. (Currently amended) An electronic apparatus in accordance with claim 1, wherein said controller is configured to display the second display information at all times in at least ~~an~~ said second display area of said display panel.

4. (Currently amended) An electronic apparatus in accordance with claim 1, wherein said controller is configured to display the second display information at all times

in at least ~~an~~ said second display area of said display panel, and said controller is configured to inhibit an operation by a user to turn off the display of the second display information.

5. (Original) An electronic apparatus in accordance with claim 1, wherein said controller is configured to update the second display information when power necessary for operating said apparatus can be supplied even if the second display information is up to date.

6. (Original) An electronic apparatus in accordance with claim 1, further comprising a memory for storing the second display information, said memory being detachable from said apparatus, and wherein said reception device receives the second display information from said memory.

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7. (Original) An electronic apparatus in accordance with claim 1, further comprising a detector for detecting information indicative of the presence or absence of reception of at least one of an electronic apparatus purchase price discount service and an electronic apparatus usage charge discount service.

8. (Original) An electronic apparatus in accordance with claim 7,

wherein said controller is responsive to said detector, and said controller is configured to select the display mode based on a result of detection by said detection means.

9. (Currently amended) An electronic apparatus comprising:

a reception device for receiving display information;

an operational element operable by an operator;

a first display portion for displaying first display information associated with an operation of said operational element; ~~and~~

a second display portion for displaying second display information, which is received by said reception device, at least when said operational element is not operated; and ~~operated,~~

a controller for controlling said first display portion and said second display portion to both display the second display information when said apparatus is not operated for a predetermined amount of time,

wherein at least said second display portion has memory capability.

10. (Original) An electronic apparatus in accordance with claim 9, wherein each of said first and second display portions is a part of a common display panel having memory capability.

11. (Currently amended) An electronic apparatus in accordance with claim 9, ~~further comprising: a~~ wherein said controller ~~for controlling said display~~ controls said first and second display portions in at least a display mode in which the first display information is displayed on said first display portion when said apparatus is operated, and the second display information is displayed on said second display portion at least when said apparatus is not operated and the display is maintained with no power supplied to said second display portion.

12. (Original) An electronic apparatus in accordance with claim 11, wherein each of said first and second display portions is a part of a common display panel having memory capability.

13. (Original) An electronic apparatus in accordance with claim 11, wherein said reception device is a connector for connection to a communication line.

14. (Original) An electronic apparatus in accordance with claim 11, wherein said reception device includes a reception circuit for radio communication.

15. (Original) An electronic apparatus in accordance with claim 14, further comprising:

a control means for inhibiting simultaneous performing of communication via said reception circuit for radio communication and updating of at least one of said first display portion and said second display portion.

16. (Previously Presented) An electronic apparatus in accordance with claim 9, further comprising a memory, and wherein said second display information is stored in said memory, said memory is detachably attachable to said apparatus, and said reception device receives the second display information from said memory.

17. (Original) An electronic apparatus in accordance with claim 9, further comprising a detection device for detecting information indicative of the presence or absence of reception of at least one of an electronic apparatus purchase price discount service and an electronic apparatus usage charge discount service.

18. (Original) An electronic apparatus in accordance with claim 17,

wherein said controller is responsive to said detection device and said controller is configured to select the display mode based on a result of detection by said detection means.

19. (Original) An electronic apparatus in accordance with claim 9, wherein at least one of said first display information and said second display information is received from an external apparatus through said reception device.

20. (Currently amended) A method of placing an advertisement on an electronic apparatus having a display panel having memory capability and a controller for controlling said display panel, comprising the steps of:

determining whether at least one predetermined service condition has been received;

based on a result of said determining step, if at least one predetermined service condition has been received, actuating said controller to display on said display panel an advertisement at least when said electronic apparatus is not operated; and

maintaining said advertisement on said display panel with no power supplied thereto;

wherein said predetermined service condition is selected from the group ~~including~~ consisting of a purchase price discount service of said electronic apparatus, a usage charge discount service of said electronic apparatus, and a predetermined payment contract of said electronic apparatus.

21. (Currently amended) A system for determining a usage charge for use of an electronic apparatus provided with a display panel having memory capability, said system comprising:

a management table in which an identification number of said electronic apparatus and information on the presence or absence of a discount service for discounting the usage charge for use of said electronic apparatus are registered;

setting means for setting said electronic apparatus so that predetermined information is displayed on said display panel based on the presence or absence of ~~a~~ the discount service, said display panel being adapted to maintain said display with no power supplied;

a counter for counting the usage charge for use of said electronic apparatus based on a use condition of said electronic apparatus; and

subtraction means for reducing the usage charge for use of said electronic apparatus based on the registered information.

22. (Original) A system in accordance with claim 21, further comprising:

charging means for charging a user based on the reduced usage charge.

23. (Currently amended) A method of charging a usage charge for use of an electronic apparatus provided with a display panel having memory capability, said method comprising the steps of:

(1) registering in a management table an identification number of said electronic apparatus and information on the presence or absence of a discount service for discounting the usage charge for use of said electronic apparatus; ~~service;~~

(2) setting said electronic apparatus so that predetermined information is displayed on said display panel based on the presence or absence of ~~a~~ the discount service, the display panel being adapted to maintain displayed information thereon with no power supplied thereto;

(3) counting the usage charge for use of said electronic apparatus based on a use condition of said electronic apparatus;

(4) reducing the usage charge for use of said electronic apparatus based on the registered information; and

(5) charging a user for use of said electronic apparatus based on the reduced usage charge.

24. (Currently amended) An electronic apparatus comprising:

a display for displaying information, said display having a memory capability;

a display controller for controlling information displayed on said display; and

an operational element operable by an operator;

wherein said controller is configured to display first display information associated with an operation of said operational element in a first portion of said display and to display ~~for displaying~~ second display information in ~~at least~~ both the first portion and a second portion of said ~~display, said controller configured to display said second~~ display ~~information~~ at least when said operational element is not operated for a predetermined amount of time. ~~operated.~~

25. (Currently amended) An electronic apparatus comprising:

a display for displaying information, said display having a memory capability, and said display having a first display area and a second display area; ~~capability;~~

a display controller for controlling information displayed on said display; and

an operational element operable by an operator;

wherein said controller is configured to display in said first display area first display information associated with an operation of said operational element in said display when said operational element is operated, and said controller is configured to update the display so that second display information ~~in said display~~ is displayed in both said first and said second display areas at least when said operational element ~~is~~ has not been operated for a predetermined amount of time; ~~operated;~~ and

wherein said display is adapted to maintain said second display information with no power supplied to said display.

26. (Currently amended) An electronic apparatus in accordance with claim 25, wherein said controller is configured to display the second display information in at least ~~a portion~~ said second display area of said display ~~panel~~ when said apparatus is operated and when said apparatus is not operated.

27. (Currently amended) A communication terminal comprising:

a first display portion;

a second display portion, at least said second display portion having a memory capability; and

a controller for selecting either said first display portion or said second display portion as a display portion on which received image data is displayed, said controller selecting said display portion on which received image data is displayed based on an identifier attached to received communication data, ~~data.~~

wherein said controller is configured to control said first display portion and said second display portion so that first display information associated with an operation is displayed on at least one of said first display portion and said second display portion when said terminal is operated, and second display information is displayed on both of said first and said second display portions at least when said terminal is not operated for a predetermined amount of time, said second display information being maintained with no power supplied to said first and second display portions.

28. (Currently amended) A communication terminal as claimed in claim 27, further comprising a reception notification sound generator, wherein said controller is configured so that when said second display portion is selected as the display portion on which received image data is displayed, said controller displays the image data on said second display portion while inhibiting generation of a reception notification sound.

29. (Original) A communication terminal as claimed in claim 27, wherein said second display portion includes a reflective liquid crystal display device.

30. (Currently amended) A communication terminal as claimed in claim 27, further comprising:

a receiver for receiving communication data, and

wherein said communication data has ~~an~~ the identifier attached thereto.

31. (Currently amended) A communication terminal as claimed in claim [[27,]] 30, further comprising:

a control means for inhibiting simultaneous performing of communication via said receiver and updating of at least one of said first display portion and said second display portion.

32. (Cancelled)

33. (Currently amended) A communication system comprising:

(a) a first communication terminal including means for wirelessly transmitting ~~providing~~ communication data with an identifier related to a content of image data included in the communication data; and

(b) a second communication terminal comprising:

communication means for receiving the wirelessly transmitted communication data from at least said first communication terminal;

a first display means;

a second display means having memory capability; and

control means, responsive to the identifier attached to the received communication data, for selecting either said first display means or said second display means as a display on which received image data is displayed.

34. (Cancelled).

35. (Original) A portable communication terminal comprising:

a display device having memory capability;

a driver for driving said display device to update a display on at least a portion of said display device;

communication means for performing communication;

a power source for supplying power to said communications means and said driver for driving said display device; and

a controller for inhibiting simultaneous performing of communication and updating of at least a portion of said display device so as to limit a load on said power source.

36. (Original) A portable communication terminal in accordance with claim 35, wherein said controller is configured to inhibit simultaneous communication and updating of said display device.

37. (Original) A portable communication terminal in accordance with claim 35, wherein said controller is configured to permit simultaneous performing of communication and updating of at least a portion said display device.

38. (Original) A portable communication terminal in accordance with claim 37, wherein said portion of display area permitted to be updated simultaneous with performing communication is an additional information display area.

39. (Original) A portable communication terminal in accordance with claim 35, further comprising:

a selector for selecting a first display mode or a second display mode; and

wherein said controller is responsive to said selector, and said controller is configured so that, in said first mode, said controller inhibits update of all areas of said display device during communication and said controller is configured so that, in said second mode, said controller permits update of at least one area of said display device during communication.

40. (Currently amended) A portable communication terminal comprising:

a display device having memory capability;

a driver for driving said display device to update a display on at least a portion of said display device;

a communication device for performing communication;

a power source for supplying power to said communications device and said driver; and

a controller for adjusting, based on a change in an input and output sound level of communication, timing of performing communication and timing of driving of said display device so as to limit a load on said power source.

41. (Original) A portable communication terminal in accordance with claim 40, wherein said controller is configured to permit update of a display on said display device only during at least one of a communication standby period and a communication period at a low input and output level.

42. (Original) A portable communication terminal in accordance with claim 40, wherein said controller permits update of a display area of said display device during a communication standby period or a communication period at a low input and output level.

43. (Original) A portable communication terminal in accordance with claim 42, wherein said display area permitted to be updated during the communication standby period or during the communication period at a low input and output level is an additional information display area.

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44. (Original) A portable communication terminal in accordance with claim 41, wherein said display device includes a first display portion and a second display portion and wherein said portable communication terminal further comprises:

a second controller for selecting either said first display portion or said second display portion as a display portion on which received image data is displayed, said second controller selecting said display portion on which received image data is displayed based on an identifier attached to received communication data.